

# Massachusetts

Custodian of the Nation's Heritage

GOVDOC

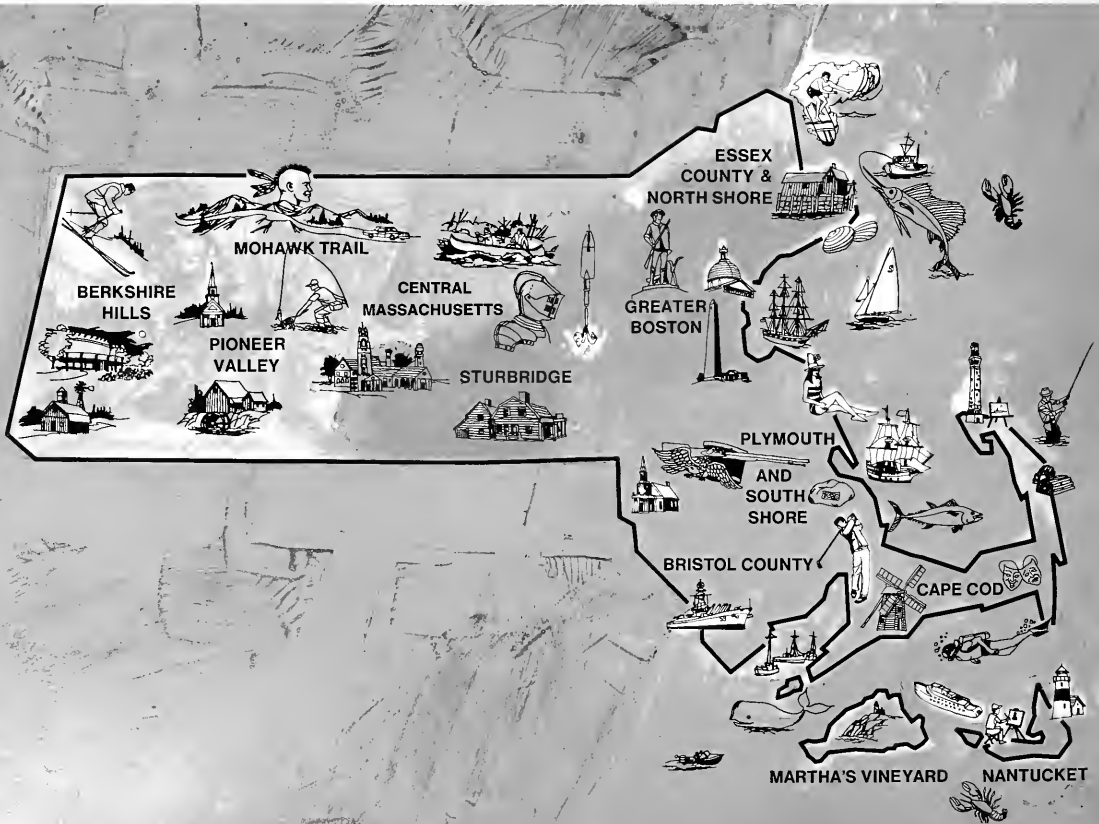
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MASSACHUSETTS, an exciting place to be any season of the year, is a vacation land of endless variety and bold contrasts . . . of summer resorts and ski resorts . . . budding spring beauty and blazing fall foliage. From rugged mountains through rolling countryside . . . past quiet villages to magnificent, unspoiled beaches strung along a 2000-mile seacoast, the Bay State is a kaleidoscope of visual and recreational pleasures. With Massachusetts approximately only 200 miles from east to west and 100 miles from north to south at its greatest dimensions . . . in a week, traveling leisurely by car, you can enjoy every kind of terrain, every type of vacation activity. In two weeks you can truly get to know the heart of America's heritage. Here you will find the excitement of big, booming cities like "New Boston" . . . the peace and quiet of small towns and unspoiled villages . . . history-filled panoramas, "Pilgrim country," "The Freedom Trail" . . . Concord, Lexington, Bunker Hill. You will be delighted with its enormous variety. And heart-warming hospitality.





FRANCIS W. SARGENT  
GOVERNOR

THE COMMONWEALTH OF MASSACHUSETTS  
EXECUTIVE DEPARTMENT  
STATE HOUSE, BOSTON 02133

Dear Vacationer:

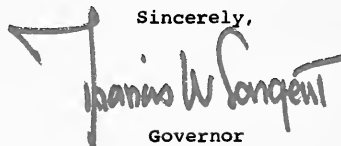
It is a genuine pleasure for me to welcome you to Massachusetts.

This Commonwealth presents the full range of recreational opportunities to you — from sun-swept beaches to rolling hills, from woodlands to fishable lakes. I speak from personal experience: much of my life has been spent in the out-of-doors and I know well the hills, the woodlands, the seashore that I recommend to you.

Nor does the appeal of Massachusetts end with its recreational excellence. No state is richer in historic lore and a heritage that is deeply woven in the American experience.

I join with the people of Massachusetts in extending a warm invitation to visit us. You may be sure of a sincere welcome and a memorable visit.

Sincerely,

  
Governor

# THE MANY WORLDS OF GREATER Boston

Of all the cities in America, none is more charming, more historic, or more fascinating than Boston. A city of great contrasts and color, Boston is 18th Century Bulfinch and towering modern architecture; narrow cowpath alleys and sweeping super-highways; a city of scholars and sailors; of the smell of old books and the tang of fresh sea air; of the rich, round sound of the Boston Symphony Orchestra and of new jazz forms in the intimate little after-dark clubs. Her universities make her a world center of education, medicine, culture, research, electronics, art and the theatre.

A visit to Boston is a must for every American, for without Boston there would have been no free American life. Today, Boston's Freedom Trail brings alive for visitors who follow it, names like Paul Revere, Old North Church and Boston Tea Party. The Freedom Trail runs from the Common to the Old North Church. In its path you will see the birthplace of Ben Franklin, Faneuil Hall, Kings Chapel, Paul Revere House, Old South Meeting House, Copp's Hill Burying Ground, and the Boston Massacre site among almost countless other historic landmarks.

You can climb Bunker Hill, walk the decks of "Old Ironsides" in Boston Harbor, explore the handsome State House, an American architectural masterpiece by Charles Bulfinch, on Boston's storied Beacon Hill, stroll the mall of Commonwealth Avenue in the Back Bay and see the mansions that line this gracious, tree-shaded boulevard . . . homes of "the proper Bostonians" of another era; explore the charming, narrow winding gas-light streets that meander around lovely old Louisburg Square on Beacon Hill with its handsome 18th Century homes and intriguing doorways.

Culturally, for over a century, Boston has been referred to as "The Athens of America". Its museums alone attract visitors from all over the world. The Museum of Fine Arts, one of the nation's finest, houses the western world's leading Asiatic art collection. The Institute of Contemporary Art is Boston's modern art "showcase". The Museum of Science, overlooking the Charles River, is a lively place where education and recreation go hand-in-hand . . . a wonderland of nature and science with pushbutton exhibits and exciting daily demonstrations. Adjoining it is the equally interesting Hayden Planetarium. Across the Charles River, in Cambridge, on the Harvard campus are the Fogg Art Museum, the Busch-Reisinger Museum, the Carpenter Center for the Visual Arts, and the Harvard Museum which includes the Agassiz and Peabody Museums with their celebrated exhibits. At M.I.T., you can visit the Hart Nautical Museum and many other fascinating scientific and art exhibits. For the youngsters, Boston has a Children's Art Centre and a Children's Museum. And for everyone — Boston's new Aquarium.

Musically speaking, Boston offers a rich and varied choice the year 'round . . . the world-renowned Boston Symphony Orchestra, Pops Concerts, Esplanade concerts on the banks of the Charles River, chamber music groups, celebrated artists in recital at Jordan Hall and Symphony Hall, Opera, choral groups, jazz groups, and band concerts on the Common.

Boston is a big theatre town with pre-Broadway tryouts, national touring companies performing Broadway "hits", and "little theatre groups" keeping the theatres filled. New movie theatres show first-run features and experimental "underground" films.



The statue of Paul Revere and Old North Church from whose historic steeple were hung the lanterns that signalled the start of his history-making ride in 1775.

*in the heart of the city and the water, swanboats glide around the ornate pond in Boston's Public Garden.*



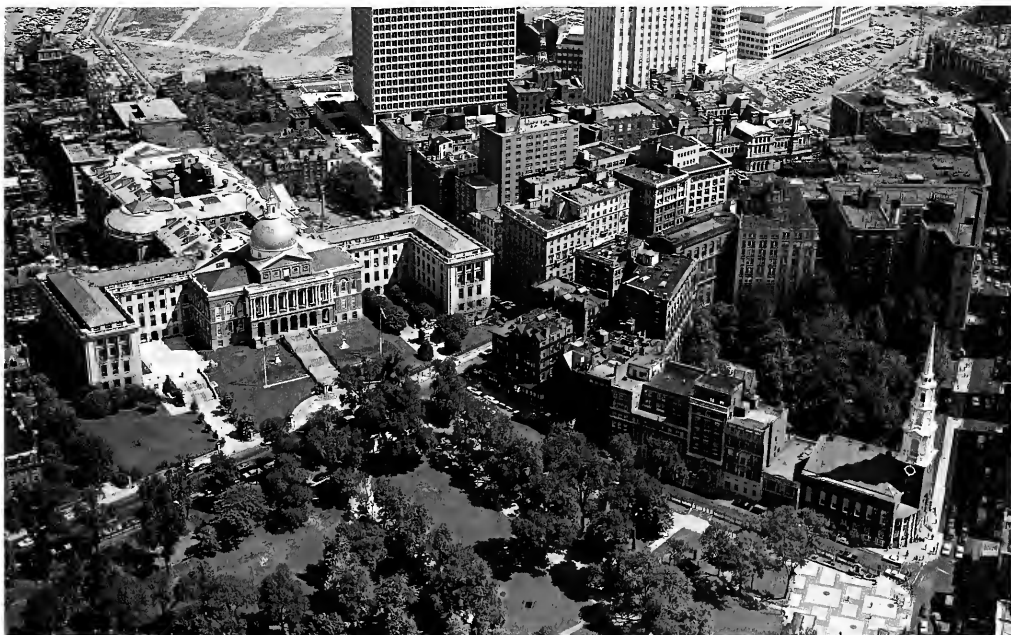
And the Boston Ballet Company has been performing to critical acclaim.

Turning to the world of sports, Boston's chief claim to fame is as the home of the Red Sox . . . as well as of the Bruins, the Celtics and the Patriots. Boston offers other spectator sports like thoroughbred racing, night dog and harness racing, and the National tennis championship matches on the famous Longwood courts.

In addition to all this, Boston is a resort city . . . offering golf, tennis, deep-sea fishing, sailing and swimming. The salt water beaches and parks are among the finest of any major population center. In summer the city is generally delightfully cool,

fanned by the "East Wind" off the Atlantic Ocean.

A shopping spree in Boston is a step into the many worlds of fashion, art, antiques and furniture. Whether you shop along the intriguing Back Bay streets or in the bustling downtown area, you'll find attractive window displays and stores that will meet your every need. Both Back Bay and downtown are easily accessible from hotels by foot, taxi or subway. Parking lots and garages are scattered throughout the area for those who wish to drive. In the suburbs are exciting modern shopping areas where convenience and informality are the bywords.



*The old and the "new" Boston - In bold contrast to the famous gold-domed State House crowning Beacon Hill, the Boston Common, historic Park Street Church, and the Old Granary Burying Ground are the skyscrapers of the new Government Center rising in the background. (photo by Laurence Lowry)*

# Boston



*Faneuil Hall, the "Cradle of Liberty," which served as the focal point of many Revolutionary activities, houses many historic paintings and portraits*

Boston, the home of the late President John F. Kennedy, is a bustling, upward-thrusting city with its new Government Center, Prudential complex and newly-rising towers, in the midst of which sit the serene Public Gardens and the pond on which glide the timeless "Swanboats", another Boston landmark.

But for all its space-age growth and bustle, Boston is a quiet, gracious city with an old-fashioned way of making visitors feel warmly welcome in its hotels and inns, its shops and in the many distinctive restaurants that abound here.

Since pampering your palate is one of the pleasures of any vacation, Bos-

ton's Italian section . . . rich in history, color and renowned restaurants frequented by gourmets, its open air market heightens the Old World atmosphere that still pervades this unique area and adds to the charm of the city.

Close by Boston lie Lexington and Concord. Lexington is the rendezvous of the Minutemen, the Old Buckman Tavern, built in about 1700; and the Munroe Tavern, built in 1695. A statue of Capt. John Parker, commander of the Minuteman, stands on Lexington Common where the first line of resistance was formed against the British regulars. Just beyond Lexington, in the peaceful town of Concord is the

the graves of Emerson, Thoreau, the Alcotts, Hawthorne and other famous personages.

In a southerly direction is Quincy, "city of Presidents" . . . birthplace and resting place of John Adams, 2nd President, and John Quincy Adams, 6th President of the United States . . . home of Dorothy Quincy, the wife of John Hancock . . . a city rich in historic shrines of the early Colonial past.

Cambridge, across the Charles, is an international center of scholarship, cultural pursuits and scientific research . . . Home of Harvard, Radcliffe, and M.I.T. . . . a fascinating, cosmopolitan "small town" of international shops, restaurants and pubs . . . home of Poet Henry Wadsworth Longfellow . . . and site of many historical buildings and monuments, including General George Washington's headquarters here.

Throughout the centuries, Boston has given America many gifts: patriots of old and statesmen of today; clipper ships and ocean liners cruising the seven seas; pioneers to settle the wilderness; scientists to split the atom; and the financial backing which has built the nation's industries. Boston is a city of many nationalities, of sports champions, of unique stores and restaurants, of great transportation gateways like Logan International Airport, leading to the lands beyond the horizon.

Boston is a city of beautiful spring twilights, of quiet autumn haze, of soft winter snows, and cooling Atlantic breezes in summer. So enjoy the historic sites of "Old Boston". But don't overlook the "New Boston" . . . a great city with a glorious heritage and a new horizon. Enjoy yourselves and come back again for another visit — or as a permanent resident — to the many worlds of Boston.



ton will prove most memorable. For here you can savor every variety of food from Boston baked beans to the most exotic Continental cuisine, in a cosmopolitan choice of restaurants. Those who equate seafood with New England will enjoy many dining adventures in colorful, picturesque restaurants right on Boston's harbor as well as inland. Boston's Chinatown is justly famous for its fine food and intriguing shops. The North End is

famed site of the Concord Bridge. Here, on that momentous day in April, 1775, "the embattled farmers stood and fired the shot heard round the world". Here is also peaceful Walden Pond immortalized by Henry David Thoreau. And the Old Manse, at various times home to Ralph Waldo Emerson and Nathaniel Hawthorne; Orchard House, where Louisa May Alcott penned "Little Women", and Sleepy Hollow Cemetery where you can visit

*Historic Concord Bridge, where the "embattled farmers stood and fired the shot heard round the world," with the famous Minuteman statue on the far side.*



Walden Pond, Concord, immortalized by author-philosopher, Henry David Thoreau in "Walden," still retains much of the beauty and tranquility Thoreau treasured when he was the pond's only inhabitant. A replica of his cabin is now located in the town of Concord.

Both Ipswich and Concord are within easy distance of Boston.



The Village Green, Ipswich, where Major General Daniel Hoigson trained the Colonial Militia for the King Philip's War with the Indians.



Four Seasons  
Vacationland  
in Western  
Massachusetts

# Berkshire Hills





Recreation and the arts flourish side by side in this hill and lake region of breathtaking, kaleidoscopic beauty and variety that changes with a turn of the road, the season or the visitor's interest. Sixteen state parks encompassing 80,000 acres of forest, beckon the lover of the outdoors with streams and wooded slopes, while music fills the cool mountain air at numerous concerts and festivals, including the world-famous one held annually by The Boston Symphony at Tanglewood. Summer theatres, art museums and ballet programs at the renowned Jacob's Pillow Dance Festival, carry on a 150-year-old creative tradition.

Sports and entertainment are unlimited in the Berkshires: fourteen beautiful and challenging golf courses with a background of mountain splendor . . . many excellent tennis courts . . . crystal-clear lake waters and heated resort pools for aquatic pleasures — swimming, sailing, water-skiing and thoroughbred racing. Fishermen will revel in the 90 lakes and ponds and 274 trout streams dotting the majestic landscape . . . and hunters in the bounty of partridge, pheasant and deer. For the horsemen there are miles of coun-



Day and night skiing, on slopes of breathtaking beauty, makes the Berkshires a skier's paradise



try roads and trails through peaceful valleys and lazy mountains. The camping family will find hundreds of wooded lakeside campsites, many with secluded beaches and boat landings. And for the gift and antique shopper the Berkshires abound in intriguing gift and antique shops.

Skiing ranks as the most exciting of the winter sports in the Berkshires. More than 20 areas, and literally hundreds of trails with miles and miles of downhill skiing offer a wide challenge on carefully groomed mountain sides. Truly fine lift facilities include chairlifts, T-bars, J-bars, Poma lifts and rope tows, eliminate the wasting of precious time in line. Snow-making equipment assures good skiing, weather or not, in this, the largest snow making region in the country. Beginner, refresher or perfectionist will find the most up-to-date ski instruction available.

Tobogganing, sleigh-riding, outstanding indoor and outdoor skating, snow-mobiling, dog sled racing . . . these are but a few of the activities which the Berkshires offer for those who enjoy a varied Winter program. Mt. Greylock, Mt. Everett, Monument Mountain and the northern end of the famous Mohawk Trail unfold views

of incomparable scenic beauty the year 'round. But in Autumn the countryside ignites in a blaze of fiery red, brilliant orange and flaming bronze and gold, painting a spectacle unsurpassed by any. Interwoven with the fascinating scenic, cultural and historic attractions, numberless fine restaurants, country inns, modern hotels and fascinating resorts point up the versatility of the Berkshires. Ingenuity and warm hospitality abound everywhere, from small cosy, inexpensive inns to deluxe motels to gay and exciting resorts.



Part of the Berkshires' heritage are the historic shrines . . . birthplaces and homes of famous Americans such as Herman Melville's Arrowhead, where he wrote "Moby Dick." Artist Norman Rockwell chose the Berkshires for his home and studio because the authentic old New England atmosphere still prevails. Quiet towns, still dressed in their village greens and embellished by old Colonial homes and country churches, take one back to a peaceful and historic era.

These are only a few of the things which contribute to the fascinating heritage the Berkshires proudly offer its visitors.

Scenes of surpassing pastoral beauty delight the eye at every turn of the road

The world-renowned Boston Symphony Orchestra performing in the Shed during the annual summer Music Festival at Tanglewood, Lenox.

"Thar  
she  
blows!"

# Bristol County

Southeastern Massachusetts



Once the whaling capital of the world, New Bedford — one of the two principal cities of Bristol County — is now the leading scallop port of the world.

New Bedford is justly proud of its famed Whaling Museum where a salty slice of seafaring New England awaits you. Its greatest attraction is an accurate half-scale replica of a square-rigged whaler that welcomes visitors on her decks. The Museum is filled with fascinating marine carvings, figureheads, scrimshaw, log books and other memorabilia. It also has a doll room for girls of all ages, china, glass and many other items of general interest.

Here, in New Bedford, you can follow the *Moby Dick* trail on a marked tour, see New Bedford's fishing fleet, visit Fort Phoenix of Revolutionary War Days ... go deep sea fishing or enjoy the surf at Horseneck Beach in nearby Westport.

Fall River, the other principal city of this area, has an unusual modern attraction: the battleship Massachusetts, permanently enshrined as the state war memorial. "Big Mamie", with an outstanding record of glory and victory in World War II, is open to visitors every day from nine to sunset.

Within minutes of the city are what many fishermen consider the best salt water fishing grounds on the eastern seaboard. The area is also rich in streams

and ponds for fresh water fishing.

Golf enthusiasts will find an amazing number of fine 18 and 9-hole public courses within this compact area. Rehoboth, a town with a population under 10,000, has seven golf courses (at last count); the town of Swansea has three courses as well as a beach. Fairhaven and Westport, too, have beaches and water sports for your enjoyment.

Racing fans will find Raynham a lively town with dog racing and pari-mutuels. Taunton, one of the earliest towns in New England and scene of many Indian councils, also has a popular dog-racing track.

Sailing is great sport in Narragansett Bay and the many beautiful water areas around Fall River. Surfing is fast becoming one of the most popular sports in this area. High-breaking waves crashing against the white sands of nearby beaches offer the surfing enthusiast a fine opportunity to test his skill.

Freetown State Park offers visitors a beautiful setting for picnics, hiking — and hunting. If you're tracking down Indians, Attleboro's museum has many Indian and archeological items of interest.

And for artist or photographer, the rock-ribbed Atlantic coastline offers many spectacular settings in this picturesque old recreational area that has a special lure for those who love shops and the sea ... seafood and old-fashioned hospitality.



Visitors explore the broad decks of the U.S.S. Massachusetts, "Big Mamie", now permanently stationed at Fall River as the state war memorial.



In New Bedford's picturesque harbor, colorful boats come and go with the tides, keeping its sea-going traditions alive.

# CAPE Cod



Cape Cod is a pine-scented, sea-swept stretch of land that thrusts its arm 75 miles into the Atlantic and holds enchantment and delight at every twist and turn of the road.

It's the storied site where American history began . . . a pleasant, leisurely land with 300 miles of coastline, snug harbors, sunny beaches, sand-dunes sculptured by the winds, tranquil villages and wide-awake towns . . . strikingly modern resorts and rose-covered cottages; windmills and windjammers; clam-bakes and gourmet dining.

It is a place to enjoy solitude or to meet people from every corner of the country. In short, Cape Cod — famous as a honeymoon haven — is a vacation-land of infinite variety and pleasures, where the living is easy — and unforgettable; an informal sun-and-fun land that offers vacation adventures unlimited for people of all ages.

All the zest of living that goes with any water activity is here to enjoy in exhilarating abundance on Cape

Cod; swimming, sailing, waterskiing, speed-boating, rowing, surfing, skin-diving, or snorkeling . . . in the rollicking sea, quiet lakes and cozy ponds.

The fishing is great! Deep-sea fishing nets anglers huge tuna, swordfish, bluefish, marlin, mackerel and some of the largest striped bass found on either coast. The Cape's more than 300 ponds offer some of the most fabulous trout fishing in the East.

With 22 uncrowded courses, Golf is one of the real delights of Cape vacationing, and virtually a 12-months sport here. No matter what season, you can tee off for an exhilarating game on some of the most scenic and challenging courses in the world!

Whatever your mood, anything from skin-diving to sky-diving is yours for more vacation fun

**VACATIONLAND**  
**OF INFINITE**  
**VARIETY AND PLEASURES**

on the Cape: tennis, horseback-riding over scenic trails, bicycling with a sea breeze fanning your face, hiking, beach buggy riding, bowling, bird-watching, painting or touring the art shows and art galleries.

The Cape has more artists than Greenwich Village, more galleries and art shows than Madison Avenue! Many a visitor carries home a seascape, landscape or sculpture to be treasured for a lifetime.

At any one of fifteen Summer Theatres dotting the Cape, visitors can enjoy a Broadway past hit or hit-to-be any week in the summer, often with the additional bonus of Broadway stars in the cast.

Antique collectors will have a field day here, since Cape Cod is one of the richest sources of antiques in the country. Some prized finds come from the old glassworks at Sandwich. And "Attic Sales" often turn up long-hidden treasures. Along with many shops dealing strictly in antiques, the Cape has countless gift and craft shops which offer antiques . . . and a heavy schedule of auctions from spring through fall.

You'll want to visit Cape Cod National Seashore . . . a National Park encompassing close to 25,000 acres from Nauset Beach at Chatham north to Provincetown . . . with stunning sea and land panoramas, dunes, beaches, cliffs and lighthouses; and which offers guided field trips, nature study tours and a museum at Eastham.

At the extreme end of the Cape's "arm," Provincetown forms a welcoming hand. Site of the Pilgrims' first landing place, "P-Town" has been a cosmopolitan place since artists and writers discovered the town and dunes about 70 years ago. Today tourists, artists, fishermen, native P-Towners share the town's two long streets, its many brief lanes and roads, its harbor, art galleries, museums, craft centers, and restaurants. It's a lively, highly sociable place.

Hyannis, with its many shops and restaurants, is the "Main Street" of the south shore. Hyannisport, home of the late President Kennedy, still attracts many visitors. Barnstable, Brewster, Chatham, Eastham, Falmouth, Orleans, Sandwich, Truro and Yar-

*On countless golden beaches – beside the sea, on quiet lakes and ponds, secluded coves and beautiful bays – visitors from every state enjoy the Cape's warm waters and delightful climate.*

*From Provincetown, thriving Cape Cod center, to the Cape Cod Canal, artists find fresh inspiration each day in the colorful life of the Cape and its natural beauty.*



# Cape Cod

*The Cape is a vacation country of strong contrasts: a marvelous mix of lively seashore and bucolic charm. In a quaint little village, by a quiet pond, you can re-discover the peaceful life you thought long gone.*



*It's easy to relax on the Cape with a delightful view to feast the eyes at every turn and the bracing sea air as refreshing as an ocean voyage.*



mouth are among the Cape Villages that have olden, disarming touches.

Cape Cod is rich in famous monuments, Indian relics and fascinating museums of Early Americana . . . as well as in modern-day amusements to suit your mood.

And when the tangy salt air has sharpened your appetite, you can look forward to some of the best food you've ever tasted — on Cape Cod! Here you can savor every kind of cuisine from true Continental style to native specialties; have a choice of every type of eating place from informal clam bars to deluxe dining rooms with picturesque settings, inspiring views.

To make your enjoyment complete — Cape Cod offers you a choice of every type of accommodation — from the quaint inn and cottage to the ultra-modern, waterfront resort . . . comfortable, spacious American-plan hotels that serve 3 meals a day . . . motels ranging from modestly-priced roadside motels to the most deluxe ocean-front motel-resorts . . . house-keeping cottages by the week or month . . . guest houses ranging from modest to palatial.

All this — and more awaits you on Cape Cod — the year 'round resort — where each season has its own special delights.

*Sandwich, which has retained much of its antiquity and quiet charm, is Cape Cod's oldest town and a treasure-house of the exquisite glassware created here in a by-gone day. Visitors delight in its museums, early American houses, grist mill, and scenes of poetic beauty.*





# Heart of the Commonwealth Central

**T**his pleasant country of gentle panorama extends eastward from Pioneer Valley to the fringes of Boston's metropolitan area. Much of the land is high and the landscape is dotted with villages which retain faithful colonial touches in churches, greens and old homes.

The town of Harvard, home of Louisa May Alcott, is also the home of the Fruitlands Museums, an American Indian Museum and an Old Shaker House.

Leominster is the birthplace of Johnny Appleseed; North Oxford the birthplace of Clara Barton, founder of the American Red Cross.

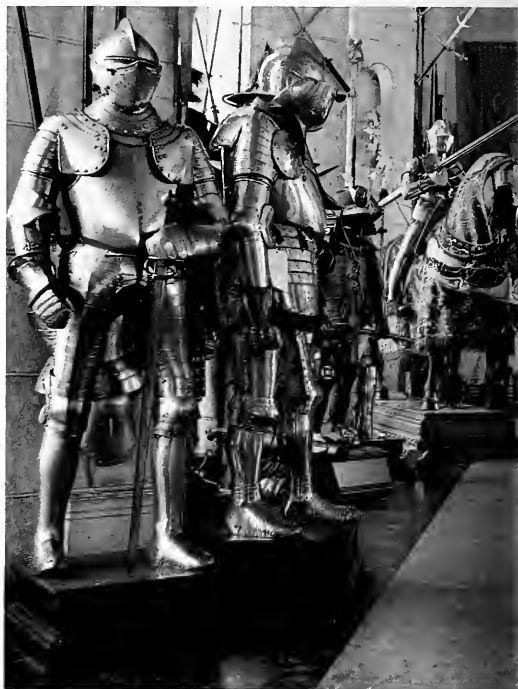
In Sudbury, you will want to tarry awhile at Longfellow's "Wayside Inn" and Grist Mill; in Mendon the

Southwick Wild Animal Farm lures visitors young and old. The Wachusett Meadows Bird Sanctuary and Wachusett Mountain State Reservation attract visitors the year 'round. Mt. Wachusett State Reservation boasts an excellent ski area. Fitchburg offers visitors a gorgeous laurel display in mid-June.

Enthusiasts of thrill-packed sports will enjoy a visit to Webster, a water ski center, where you will find the lake with the longest Indian name – Lake Chagogogagogmanchaugagogchaubunagungamaug.



*The world-renowned Pleasant Valley golf course in Sutton, scene of championship tournaments, is a great lure for sports lovers.*



*The days of jousting knights and fair ladies come alive at the John Woodman Higgins*

# Massachusetts

Worcester, the principal and largest city in Central Massachusetts, has one of the most unique museums in the famed Higgins Armory Museum, as well as a gem of a fine arts museum, the Worcester Art Museum, ranked as one of the finest in the country.

Worcester has distinguished colleges and a university, famous Lake Quinsigamond and many beautiful parks in every section of the city, including Elm Park — the first land set aside for a public park in the United States. The city's annual Music Festival, nearly a century old, features world-renowned performers.

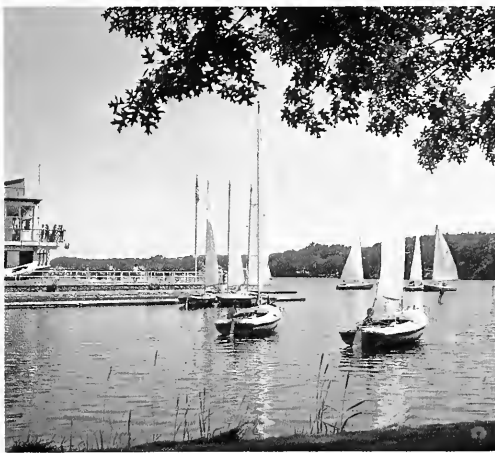


*Armory, in Worcester; the best collection of medieval armory in the United States.*

Dr. Robert H. Goddard, "father of the Space Age", was born here and his historic first liquid-propelled rocket was fired from his Aunt Effie Ward's farm in Auburn, just across from Worcester. Dr Goddard did most of his experimenting while he taught at Clark University, here, where the new Goddard Library attracts visitors from everywhere.

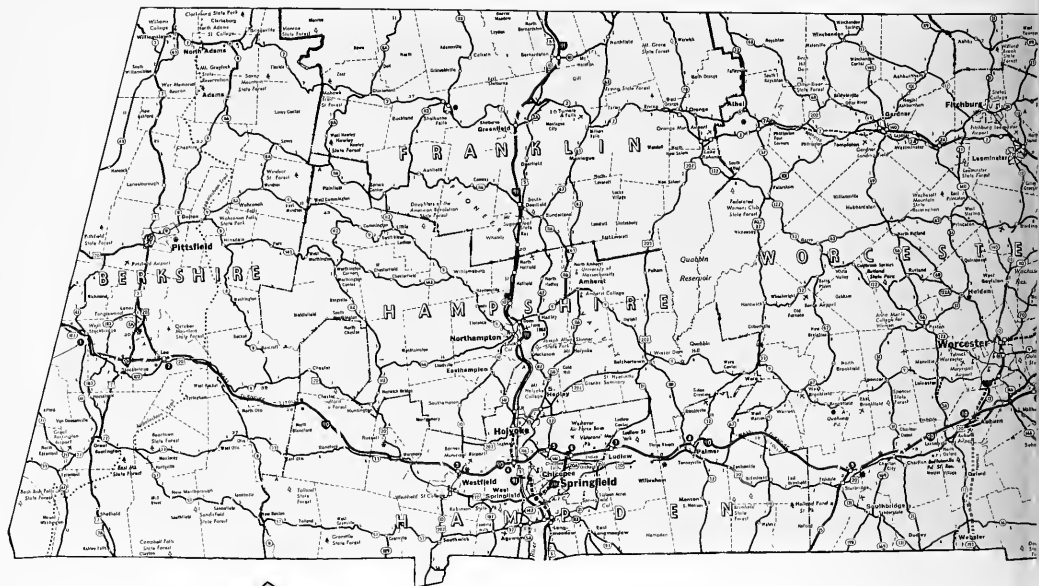
Much of Quabbin Reservoir lies in Central Massachusetts and with over 25,000 acres of water is one of the most productive fishing areas in the state and provides many splendid scenic views and picnic areas.

Throughout the entire region are abundant golf courses, ski areas, camping sites, hunting and fishing areas, state parks and public reservations that make this a recreational area where shun-piking is a delight.



*Lake Quinsigamond, Worcester, famed for the inter-collegiate and club crew races and Olympic trials held here, is also a superb state park and lake recreational facility.*

# Commonwealth of Massachusetts



Mileage Table		How to use the mileage table	
		Follow down the vertical column under the first alphabetical order to where the horizontal column intersects it. The figure in the square is the distance between the two points.	
APPROXIMATE DISTANCES BETWEEN POINTS IN MASSACHUSETTS			
AMHERST	ATHOL	AYER	BOSTON
25	74	36	35
132	123	92	54
97	89	54	23
81	49	15	19
105	98	75	49
144	136	106	70
49	24	12	47
70	56	28	20
38	13	24	56
118	91	56	30
61	85	121	133
19	23	58	91
103	70	36	34
15	40	73	87
149	142	110	72
87	62	28	36
77	52	15	25
103	74	39	9
107	99	69	39
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
BROCKTON	CONCORD	FALL RIVER	FALMOUTH
64	50	50	118
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
FRAMMINGHAM	GARDNER	GLoucester	GT BARRINGTON
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
HAVERHILL	HOLYOKE	HYANNIS	LAWRENCE
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
LYNN	MIDDLEBOROUGH	NEW BEDFORD	NEWBURYPORT
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
NORTH ADAMS	NORTHAMPTON	PITTSFIELD	PLYMOUTH
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
PROVINCETOWN	QUINCY	SALEM	SPRINGFIELD
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
86	59	26	10
123	114	84	52
25	50	86	93
60	66	101	134
40	15	30	65
48	38	26	39
TAUNTON	WALTHAM	WAREHAM	WEST
118	112	42	86
89	169	110	113
79	36	120	72
60	26	157	93
29	109	102	195
85	102	85	102
11	21	24	11
48	64	48	11
123	110	80	53
106	82	48	35
55	61	96	129
87	77	55	34
8	43	79	96
51	76	112	136
120	108	76	35
192	184	150	114
95	74	41	10
108	77	42	14
27	48	74	87
97	89	59	35
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123	114	84	52
25	50	86	93
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40	15	30	65
48	38	26	39

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Pioneer Valley Association  
333 Prospect Street,  
Northampton, Massachusetts 01060

Martha's Vineyard Chamber of Commerce  
Box 853,  
Vineyard Haven, Massachusetts 02568

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Essex County Tourist Council  
P. O. Box 756  
Salem, Massachusetts 01970

Plymouth Chamber of Commerce  
65 Main Street,  
Plymouth, Massachusetts 02360

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Bristol County Tourist Council  
154 North Main Street  
Fall River, Massachusetts 02722

Nantucket Chamber of Commerce  
Nantucket Island, Massachusetts 02554

**Please send me additional information on Martha's Vineyard.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of facilities desired ☐ Hotel ☐ Motel

☐ Guest House ☐ Apartment ☐ Housekeeping Cottage ☐ Other

☐ Number of bedrooms wanted. \_\_\_\_\_ Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please send me additional information on Plymouth.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of facilities desired ☐ Hotel ☐ Motel

☐ Guest House ☐ Apartment ☐ Housekeeping Cottage ☐ Other

☐ Number of bedrooms wanted. \_\_\_\_\_ Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please send me additional information on Nantucket.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of facilities desired ☐ Hotel ☐ Motel

☐ Guest House ☐ Apartment ☐ Housekeeping Cottage ☐ Other

☐ Number of bedrooms wanted. \_\_\_\_\_ Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please send me additional information on Pioneer Valley.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of facilities desired ☐ Hotel ☐ Motel

☐ Guest House ☐ Apartment ☐ Housekeeping Cottage ☐ Other

☐ Number of bedrooms wanted. \_\_\_\_\_ Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please send me additional information on Essex County.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of facilities desired ☐ Hotel ☐ Motel

☐ Guest House ☐ Apartment ☐ Housekeeping Cottage ☐ Other

☐ Number of bedrooms wanted. \_\_\_\_\_ Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please send me additional information on Bristol County.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of facilities desired ☐ Hotel ☐ Motel

☐ Guest House ☐ Apartment ☐ Housekeeping Cottage ☐ Other

☐ Number of bedrooms wanted. \_\_\_\_\_ Date of arrival \_\_\_\_\_ Date of departure \_\_\_\_\_

Remarks \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please send me additional information on Central Massachusetts.**

Name

Address

City

State

Zip

Type of facilities desired

☐ Hotel

☐ Motel

☐ Guest House

☐ Apartment

☐ Housekeeping Cottage

☐ Other

☐ Number of bedrooms wanted.

Date of arrival

Date of departure

Remarks

**Please send me additional information on The Mohawk Trail.**

Name

Address

City

State

Zip

Type of facilities desired

☐ Hotel

☐ Motel

☐ Guest House

☐ Apartment

☐ Housekeeping Cottage

☐ Other

☐ Number of bedrooms wanted.

Date of arrival

Date of departure

Remarks

**Please send me additional information on Old Sturbridge Village.**

Name

Address

City

State

Zip

Type of facilities desired

☐ Hotel

☐ Motel

☐ Guest House

☐ Apartment

☐ Housekeeping Cottage

☐ Other

☐ Number of bedrooms wanted.

Date of arrival

Date of departure

Remarks

**Please send me additional information on Greater Boston.**

Name

Address

City

State

Zip

Type of facilities desired

☐ Hotel

☐ Motel

☐ Guest House

☐ Apartment

☐ Housekeeping Cottage

☐ Other

☐ Number of bedrooms wanted.

Date of arrival

Date of departure

Remarks

**Please send me additional information on Cape Cod.**

Name

Address

City

State

Zip

Type of facilities desired

☐ Hotel

☐ Motel

☐ Guest House

☐ Apartment

☐ Housekeeping Cottage

☐ Other

☐ Number of bedrooms wanted.

Date of arrival

Date of departure

Remarks

**Please send me additional information on Berkshire Hills.**

Name

Address

City

State

Zip

Type of facilities desired

☐ Hotel

☐ Motel

☐ Guest House

☐ Apartment

☐ Housekeeping Cottage

☐ Other

☐ Number of bedrooms wanted.

Date of arrival

Date of departure

Remarks

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Greater Boston Chamber of Commerce  
125 High Street,  
Boston, Massachusetts 02110

Central Massachusetts Tourist Council  
90 Madison Street,  
Worcester, Massachusetts 01608

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Cape Cod Chamber of Commerce  
Hyannis, Massachusetts 02601

Mohawk Trail Association  
Charlemont, Massachusetts 01339

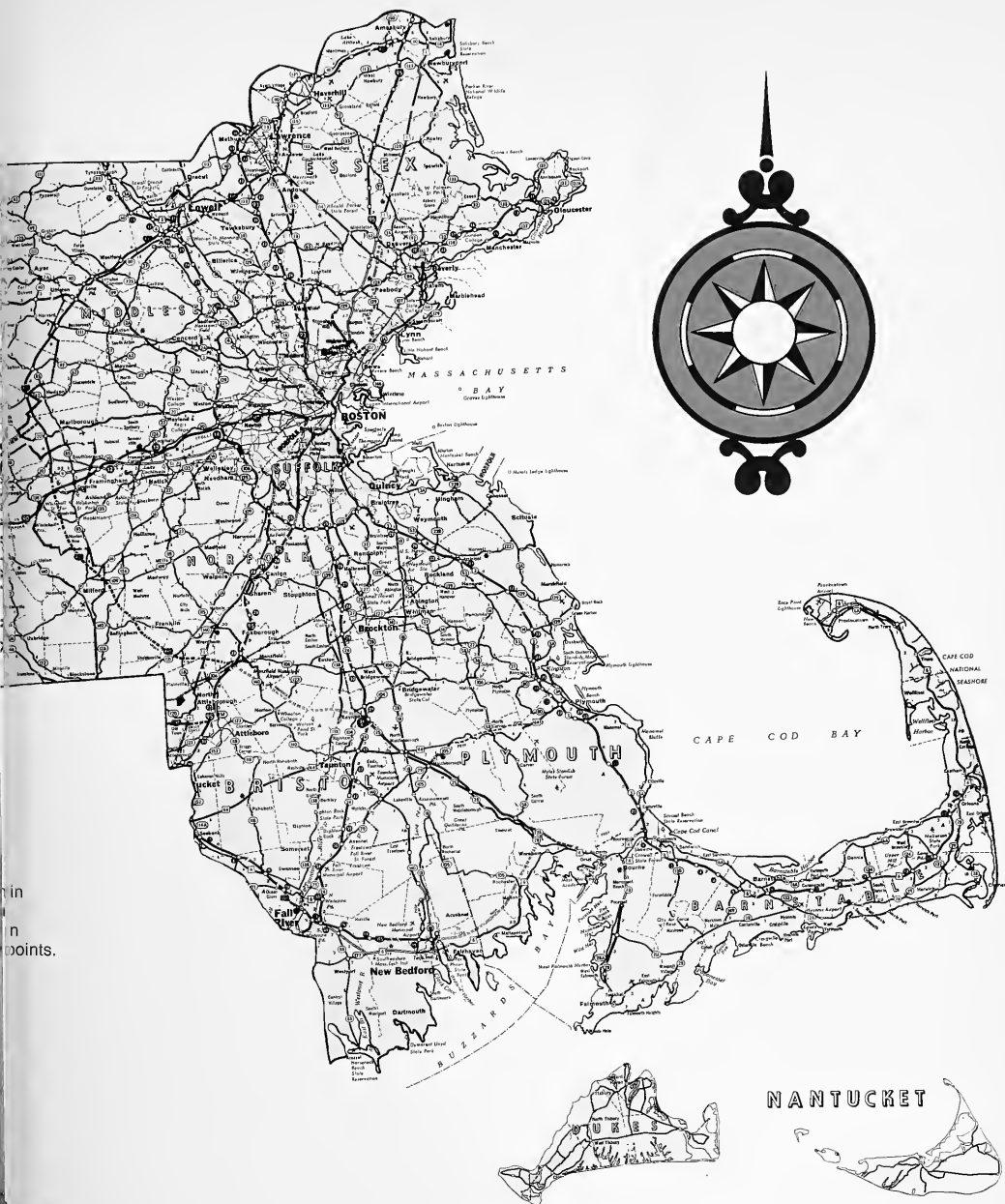
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Berkshire Hills Conference  
48 Eagle Street,  
Pittsfield, Massachusetts 01201

Old Sturbridge Village  
Sturbridge, Massachusetts 01566





in  
n  
points.

TOWN  
CHENON  
WORCESTER

MARTHA'S VINEYARD

NANTUCKET

**A** weather-worn lobster house in Rockport, on Cape Ann, commonly known as Motif No. 1, is the single most painted subject in America. Artists come from all points of the compass to put this and other North Shore scenes on canvas — so varied and fascinating are the faces, moods and panoramas of this region . . . so rich in scenic contrasts and exciting diversions.

You may browse in history-steeped cities and old villages, basking in the hallowed haunts of Colonial fathers, Federalists, Revolutionary leaders, merchant princes

or in the pristine preserves of Indian tribes.

Salem, home of Nathaniel Hawthorne, and of "The House of Seven Gables," is a city of two eras each with fascinating and distinctive legacies: 17th Century, a time of pioneering, Puritanism and the astounding witch persecutions. In 1770-1820 it was a foremost American port, dispatching great ships for the riches of China and the Indies. Few places anywhere present such detailed and faithful pictures of those periods, through streets, squares, homes, museums and venerable waterfront.

Cape Ann, a quaint, salty peninsula 30 miles north of Boston, has been a front-rank American vacation spot for over a century. Sea fever pervades its towns, rugged shores, inlets and inviting beaches; aquatic sports abound. Most of its communities retain a genuine distinction and charm . . .

Ipswich, a graceful town with possibly more 17th century houses than any other in the United States and home of the celebrated Ipswich clam, Gloucester, whose long fishing history started with the town's beginning in 1623, is fringed by summer resorts ranging from

# HISTORIC Essex County and The NORTH SHORE



Lobster traps, lying on the well-weathered boards of Motif #1, artists' and photographers' favorite subject, in Rockport on Cape Ann.



Salem's Custom House, built in 1819, is now a National Historic Site. Nathaniel Hawthorne worked here for three years.



fashionable Eastern Point, Bass Rocks and Magnolia to quiet Annisquam. On Rocky Neck in East Gloucester you will find an Art Colony, delightful restaurants, shops, marinas and a sport fishing fleet. Gloucester's famous bronze fisherman looking across the harbor commemorates the 10,000 men lost at sea during 300 years. A Gloucester fleet still goes out, and the Blessing of the Fleet in July is a town fiesta.

Rockport, on the tip of beautiful Cape Ann, is renowned as a century-old Art Colony. Dock Square, Main Street and Bearskin Neck with year-'round shops and restaurants

provide unusual wares from many lands, and local arts and crafts. More and more discriminating vacationers are discovering Rockport's charms in the unhurried seasons of Spring, Fall and Winter.

On an ocean-cooled peninsula 17 miles north of Boston you'll find Marblehead, a unique blend of old and new. Settled in 1629 by hardy fishermen, the town boasts one of the finest and most beautiful harbors on the eastern seaboard, if not the world. The number of modern racing yachts which participate in the annual Race Week in July, testify to Marblehead's present greatness as "The Yachting Capital of

the World." Neighboring Swampscott offers you wonderful dining — and a great beach.

Beaches, boating, fishing, art exhibits, smart modern shops, quaint antique and curio shops, combine to offer you the choice of quiet relaxation or active recreation.

For those who love the sea . . . and delectable sea food; who enjoy the quaint and the old with modern conveniences and delights . . . The North Shore's 35 renowned towns each holds some special enchantment for the visitor who explores this lively and attractive vacation area — a rich blend of history and recreation.

*During Race Week in Marblehead, greatest Atlantic coast yachting center, more than 500 sailboats flock to compete in the annual August regatta  
Ektachrome by Laurence Lowry*



# Martha's Vineyard

Only 45 delightful minutes' sail away from Woods Hole on Cape Cod, discover anew the hospitable traditions of Colonial America as you explore the charm of Martha's Vineyard . . . its snug harbors and quiet coves . . . quaint flower-decked cottages, colonial mansions and turn-of-the-century homes.

Supposedly named by an English gentleman adventurer, Bartholomew Gosnold, for his daughter Martha, Gosnold called this vacation island a Vineyard because of the wild grapes he found growing in profusion.

What today's visitor finds is a "storybook island" of happy contrasts: lively surf along a 20 mile south coast; quiet sound waters to the north; soft sand and scrub moors to the east; rolling hills and trout streams to the west; a busy resort air down-island where you'll find Edgartown, Oak Bluffs, Vineyard Haven; and colloquial flavor up-island, where West Tisbury, Menemsha, Chilmark and Gay Head are situated.

The Vineyard, outside the town, is beach and countryside, farms and fields, with birds, wild flowers, wild grapevines and old trees with branches bent by the Indians to mark their trails.

Martha's Vineyard is variety. Each little town and village has its own personality, though it is only a few miles from its neighbor. (The whole island is about 25 miles long.)

Edgartown, the county seat, is a fashionable resort center and beautiful snug harbor faced by lovely old sea captains' homes, a picturebook port that has become a chic yachting center. Regatta and race week in mid-summer bring yachtsmen, young and old, from many ports.

Sociable Oak Bluffs draws vacationers who crave a bit of entertainment: movies, bowling or perhaps just joining the happy crowds view-

ing the "gingerbread" cottages along Wesleyan Grove or joining the community sings on Wednesday nights.

At the other end of the Vineyard the crimson and ochre cliffs of Gay Head mark a township without crowds, once a reservation for the Gay Head Indians. Descendants of the tribe still live there, making pottery and souvenirs from the colorful clay.

Menemsha's picturesque, oft-painted harbor is for yachtsmen and fishermen. Chilmark, background for many Thomas Benton paintings, and Vineyard Haven claim loyal vacationers who return year after year. Chappaquiddick, a tiny island off Edgartown, reached by a tiny ferry, boasts a beach, large estates and the Cape Poge Wildlife Reservation. West Tisbury with its farms and picturesque rambling roads has an annual Fair, a real country fair held in August.

And all around the Vineyard is sport fishing country. The island has not one but four tides, so that anglers can move with the tides around the island. The catch: mackerel, big game tuna, marlin, bluefish, and especially striped bass, for which the Vineyard is famous. The annual Striped Bass Derby in September-October draws thousands of men — and women.

You'll find vacation perfection on Martha's Vineyard as you swim from warm, secluded beaches, sail on sparkling bays, golf on fine courses. You can bike along rural by-ways, play tennis, water ski. Paint or photograph the ever-changing seascapes and colorful Gay Head Cliffs. And, of course, visit the fascinating Lobster Hatchery.

There are museums and antique shops to browse through, a flourishing artists' colony and excellent summer theatre. Fishing boats may be chartered and small

craft rented. Comfortable, modern hotels, cosy guest houses, and a number of excellent restaurants await your visit.

You can enjoy a trip to this delightful island in any season. Year round car and passenger ferry service is available from Woods Hole on the Cape; summer passenger service only from Hyannis. There is also air service to the Vineyard the year 'round; and connecting rail and bus service from Boston and New York.

*Fishing boats and dinghies, idle in the picturesque Menemsha harbor*

*Edgartown — a beauty spot of lovely old homes, fine shops and a harbor that hosts graceful yachts and sailboats in gay profusion.*



*The  
Storybook  
Island*

# MOHAWK

## THE HIGHWAY OF HISTORY

# TRAIL



**B**lazed by Mohawk Indians centuries ago to cross the Hoosac Range in Western Massachusetts, the Mohawk Trail is a 63-mile west-east route from the Massachusetts-New York line to Millers Falls on the Connecticut River.

The hallowed, historic and unspoiled Mohawk Trail leads you to a land of scenic splendor where you will relive the beginning of America in peace and war, thrill to the echo of stagecoach and covered wagon. Indian times, the French and Indian Wars, colonial days, the push westward and Mother Nature have all left absorbing legacies. Over 100 major attractions and the best in travel facilities welcome you for a day, a week, a month or many return visits.

The Mohawk Trail runs over rugged mountains, through wooded valleys, past early villages and lakes, streams and 50,000 acres of state park. Along the Trail you'll want to visit Williamstown, the Village Beautiful, high in the Berkshire Hills and home of Williams College. Along its spacious elm-shaded streets there are many beautiful homes and college buildings. And you won't want to miss the Sterling and Francine Clark Art Institute, a superb collection of paintings, drawings, sculpture and silver . . . or the Hopkins Observatory, oldest college observatory in the United States.

The 63-mile trail runs from Greenfield on the East to North Adams on the West. New England's only Natural Bridge and Mt. Greylock are among its many natural beauties. The Bridge of Flowers, Shelburne Falls, is the only one of its kind in the world. The 400 foot, five-arch concrete span is beautifully planted with colorful shrubs and flowers and is a unique spectacle the year round.

Just south of Greenfield, with its Indian and Revolutionary monuments, is old Deerfield whose many Pre-Revolutionary houses are well-preserved and open to the public along with its museum.

One of America's most beautiful bridges, the French King Bridge, spans the Connecticut River and is one of the most photographed views on the Trail. While Charlemont boasts one of America's most modern covered bridges, as well as the historic Buttonball Tree.

Turners Falls, Millers Falls, Montague City, Erving and Gill have many historical sites featuring Indian battlefields. And Orange is the Sport Parachuting Center of the United States.

Along 63 miles of scenic splendor visitors will find excellent food and lodging, all summer sports, rare fresh water fishing, excellent camping facilities, fun and adventure for all ages. In the autumn, the brilliant foliage along the Trail is a lure for visitors from far and wide. And in the winter, the Mohawk Trail, a major winter sports area, is alive with vacationers skiing, ice skating, and snowmobiling. Year 'round special events on the Trail include Yankee Doodle Days, the Bridge of Flowers Art Festival, Tourist Captive Days, Fall Foliage Festivals, Mohawk Winter Festival, town and county fairs, antique and sports car rallies, unique historical commemorations, and an Indian Pow-Wow.

Whether your visit is for several hours or several days, and whether you come in spring or autumn, summer or winter, your trip on the Trail will provide unforgettable memories and soul-satisfying relaxation.



*Mountain trails, rugged, the country of the north, the country of the north, the country of the north, the country of the north.*

*Exquisite foliage, the country of the north, the country of the north, the country of the north, the country of the north.*





# NANTUCKET



If you dream that somewhere a "special island" waits for you — it's true. Nantucket is that island.

"Dream" islands have long white beaches lapped by warm waters. So has Nantucket — with a water temperature of 70°, thanks to the Gulf Stream. Here in the sound waters, bays and coves of Nantucket is some of the best small boating, fishing and picnic geography in the United States.

You really live outdoors on a Nantucket vacation: bicycling, swimming, sunning on the beaches, surf-bathing at 'Sconset, sailing, fishing from beach or boat, golfing, tennis, horseback-riding, taking walks of discovery.

The rolling heathland, a wide range of grasses, shrubs and pines away from the shore covers much of the island . . . a unique place for picnics, quiet walks, and camera or artist's brush.

Nantucket Town, once a famous old whaling

port, has retained the simplicity, charm and colorful reminders of its whaling history.

Blocks of fine old houses on Main Street tell of the energy and success of whaling days.

The Whaling Museum houses a collection of trophies, souvenirs, whalebone scrimshaw, log books and harpoons the whalers brought home. There are many historical buildings and landmarks to visit, if you like, in Nantucket Town with its cobbled Main Street and its eighteenth century homes where whaling masters once lived.

But Nantucket today is a leading American resort where you can buy the day's Boston or New York Newspaper, browse in antique shops, exclusive specialty shops, art galleries and lunch and dine in a score of unusual restaurants from chowder bar to night club.

For evening entertainment: movies,

## The Quaint

*(Top Left) Shopping holds many delights along the quaint cobblestoned Main Street of Nantucket. (Top Center) Brant Point Light, a favorite spot for picnickers, artists, photographers and landlubbers who like to dream of*



summer theatre, dancing, informal community sings.

Nantucket island is more than Nantucket Town. A guided bus or motor trip will show you the little colonies of Madaket, Surfside, Polpis, Squam, Monomoy, Wauwinet — and Siasconset (called 'Sconset').

Walk down the grassy lane of 'Sconset's "old village"', and you may feel you have entered a Grimm's fairy tale. The shingled houses, banked with roses, are so tiny they seem playhouses. Many of them measure only 10 feet from ground to ridgepole! What may have started as fisherman's shacks are now well-kept cherished little houses.

Today, the town center is not the village pump (above the 1776 well), but the Casino, built in 1900, with its tennis, dances and movies.

Nantucket — "The Far-Away Isle" bought

from Thomas Mayhew in 1659 for "30 Pounds and 2 beaver hats" by settlers who sought sanctuary from harsh Puritanism — offers you the serenity of olden days in a gentle, ideal climate . . . a welcome blending of yesterday and today in a unique vacation setting . . . "floating in sunshine" 30 miles from shore. To reach Nantucket you will find comfortable year round ferry service for cars and passengers from Woods Hole. In the summer season, a ferry leaving from Hyannis carries passengers only to the island. You can also enjoy the convenience of air service the year round; and connecting rail and bus service from

New York.

Always gracious and hospitable, Nantucket's inns and guest houses offer a variety of comfortable accommodations. And a host of fine restaurants and coffee shops abound to satisfy the appetite whetted by the bracing sea air.

## Little Island

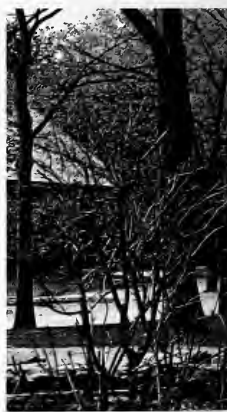
Advertisement in the *Top Right* Ocean provides information on the island's history and its location. The *Top Right* Ocean provides information on the island's history and its location. The *Top Right* Ocean provides information on the island's history and its location.

*Farm animals, which play a part in village life today as they did 150 years ago, delight young visitors especially.*



# Old Sturbridge Village

A  
LIVING  
19<sup>TH</sup> CENTURY  
MUSEUM



*An old grist mill and a cart drawn by a team of oxen give visitors a life as it was created here.*

Time turns back 150 years as the visitor to Old Sturbridge Village steps into a complete New England country town of the early 19th century.

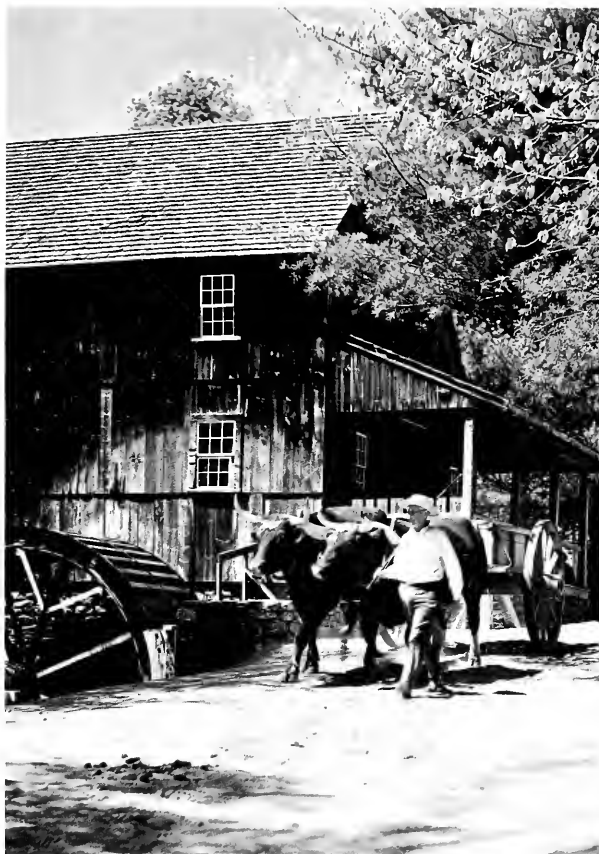
Spread beside the Quinebaug River, on rolling acres of meadow and woodland, 60 miles southwest of Boston, are 38 buildings that include in addition to typical homes of the time, everything from a grist mill to an herb farm, from a blacksmith shop to a printing office. Genuine nineteenth century goods fill the village store; the building houses the tools, furniture, toys and homespun textiles that were once used or made there.

Visitors to Old Sturbridge meet history face to face. Craftsmen recreate the life lived in these buildings demonstrating spinning, weaving, printing, pottery making, the skills of the blacksmith, pewtersmith, tinsmith and cabinet maker, as well as the family arts of fireplace cooking, herb gardening and candle dipping.

Animals, too, play a part in village life today as they did 150 years ago. Horses draw a carry-all for visitors to ride; an ox cart plies the country lanes, farm animals give realism to life as it is re-created here.

Open to visitors every day the year round, Old Sturbridge Village facilities include dining places, free picnic areas and an inn in the spirit of olden days, the Tavern on the Village Green. Comfortable lodgings are available nearby. Old Sturbridge Village is the scene of the popular Yankee Winter Weekends.

One of the nation's best-known historic areas, Old Sturbridge Village presents the environment of that spirit and enterprise which is our native heritage.



27



*Surrounding the peaceful Village Green are places that bring to life the way people lived, worked and entertaining the first Americans. The scene is a recreation of the early 1800's, bring to life the way people lived, worked and entertaining the first Americans. The scene is a recreation of the early 1800's, bring to life the way people lived, worked and entertaining the first Americans.*

# PIONEER



# VALLEY

— Pioneer —  
— Pioneer —  
— Pioneer —

Pioneer Valley is the story of time and a river. The Indians called it Quinnitukqut, "Long Tidal River". The Dutch named it "Fresh-water River." The English christened it The Connecticut, "The Great River."

The longest river in New England, its broad waters, bounded by green hills and rugged mountain ranges, have inspired artists and writers. Mark Twain wrote "Tom Sawyer" and "Huckleberry Finn" from the banks of the Connecticut.

Millions of years before Indians camped and fished along its banks, a bizarre animal population stalked the shores. Before the coming of man, dinosaurs rambled in a coastal mud flat the length of the Valley. Their footprints, preserved in stone, are still being discovered here today. Sandstone cliffs and the river bank between Holyoke and Northampton are a mother lode of prehistory, one of the finest remnants in the world of the Age of the Great Lizards.

After the dinosaurs, the Ice Age endowed the Valley with four seasons and breathtaking scenery . . . mountains, meadows, lakes and streams bordered by forest and woodland. The first settlers were looking for a better way of life, and they found it — here. And, just as it was a haven for pioneers in the past, the Valley welcomes today's traveler. Amidst the bustle of progress, the best of bygone days has been preserved. Modern super-highways course through the cities . . . but there are quiet country roads, old stagecoach routes, sprigged with "calico bush", or laurel, in the spring and canopied by blazing sugar

*Ready for a pung ride.*



## The Land of the River



*A view of Mt. Sugarloaf.*

*White water canoeing.*

maples in autumn.

Choose a quaint country snugery or a modern hotel or motel where the hospitality is old-fashioned. Visit our lively cities . . . or take to quiet woods where wild deer roam, where trout glint in waters as old as time and pheasant and partridge ruffle in the underbrush.

Every season has its own special savour. Spring is town-meeting time in village and hilltown hamlet, the maple-season months, the return of choruses of migrant birds. Summer sees the Valley in lush green growth and bloom, shade and field-grown tobacco, onions, potatoes and asparagus thrive on the fertile river plains, woodlands cool and cathedral-quiet, sparkling waters in lakes and streams abounding with fish. Autumn brings the abundant harvest of field and orchard, the flamboyant tapestry of October trees. The frosty winter air echoes with sleighbells and the laughter of skaters on frozen lakes and ponds. And the snow-packed hills resound with the w-h-o-s-h of skiers . . . and snowmobiles!

Over 1,200 square miles of Early America in the country of Shays' Rebellion, Indian Massacres, revolutionary heroes, historic landmarks, covered bridges and camping sites . . . antique shops and historic museums . . . hidden lakes and dinosaur tracks . . . golf, fishing, swimming . . . music festivals, summer theatres, county fairs and horse shows . . . famous for its women's colleges, Smith and Mount Holyoke, first woman's college in America . . . this is Pioneer Valley.

We bid you welcome.



# plym

**A**s you walk the streets of Plymouth and read the markers where Pilgrim homes stood, it seems that nearly three and a half centuries is really not so long a time. The little New England town that is Plymouth today still reflects the quaintness and charm of Early America.

You stand where Myles Standish drilled his Pilgrim guard of matchlock musketeers. You walk where John Alden and Priscilla lived. You drink from the spring, described by Governor Bradford in his famous journal, continuously flowing for nearly three and a half centuries with "goode sweet water!"

Whatever Pilgrim reactions might be to today's informal, leisurely vacationers, Plymouth — and the South Shore — are now lively and distinctly non-somber places where vacationers go their merry ways: bathing, fishing, golfing, sailing, horseback riding, hiking and picknicking, going to summer theatres and movies, antique hunting — or just loafing . . . enjoy swimming in the sea or in fresh water ponds, or just drive around the unspoiled countryside and absorb the relaxed New England pace of peaceful living.

With Plymouth area as a home base, a vacationer has a wide

choice of visiting such fascinating towns along the shore as Cohasset, where Capt. John Smith landed in 1614, with its handsome harbor, beautiful village green and Minot Light; Duxbury, a boating center with a spectacular harbor and beach — and home of Myles Standish, John Alden and Priscilla; and other snug, historic towns like Hingham, Scituate, Kingston and Manomet. Visit the inland country with its ponds, lakes and woods; or the sea-washed shores along Buzzards Bay that shelters the picturesque towns of Wareham, Mattapoisett and Marion. (This land, too, was settled by the Pilgrims and their sons.)





A real New England clam bake is more fun than you are likely to have in a month of Sundays



Historic and dramatic scenes of early American life are recreated in the Plymouth Wax Museum.

# South and Shore

Plymouth is the center of the South Shore area, not only because of its shops and vacation facilities but because here is the "cornerstone of America" — "America's home town" where parents bring their children as on a pilgrimage, to see the Plymouth Rock, the relics and old historic houses, the museums, and to learn of the courage and determination of our forefathers.

It is all here! . . . including *Mayflower II*, a replica of the first *Mayflower*, which you may tour on the Plymouth waterfront.

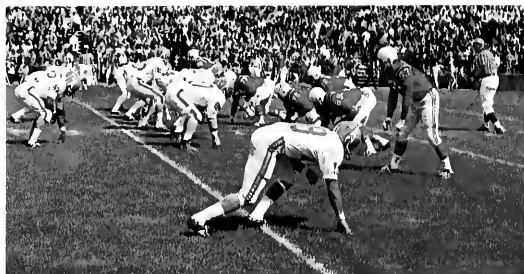
At Plimoth Plantation, two and one half miles south of Plymouth Rock, a complete replica of the

Pilgrim settlement of 1621-27 has been re-created. It is a full-scale functioning village where guides and hostesses in Pilgrim dress demonstrate the daily life of the Pilgrims as reconstructed from old records and eyewitness accounts of visitors to the original Pilgrim Colony.

An Indian campsite has been erected alongside the Pilgrim Village to show the way of life of the Pilgrims' Indian allies. Demonstrations in Indian crafts, including the chipping of stone arrowheads, are given daily. After hours spent in exploring the past and viewing the Pilgrim Story presented at the Wax Museum, youngsters may urge a

stop at Edaville, in South Carver, for a rousing ride on the miniature steam train which puffs around five and a half miles of cranberry bogs on its two-gauge track. Or want to visit Middleboro's Historical Museum where there's a fascinating Tom Thumb exhibit: clothing and household furnishings used by Mr. and Mrs. Tom Thumb.

For adults and youngsters alike, this is an area uniquely rich in history, hospitality, good food and lodgings; a fine place to slow down . . . take time to breathe the good sea air — visit the countryside where history lives in every street and wayside.



## Fun-filled activities for everyone in lively, friendly Massachusetts

Anywhere you travel or stay in Massachusetts, its friendly people will make you feel at home, whether it be at a luxurious hotel or motel, or the simplest guest cottage . . . in city, town or tiny hamlet . . . high in the mountains or beside the ever-changing sea. Accommodations are as varied as the vacation attractions in Massachusetts. The friendly welcome is always the same.

For further information on areas and activities of particular interest to you write:

**Greater Boston Chamber of Commerce**  
125 High Street,  
Boston, Massachusetts 02110

**Berkshire Hills Conference**  
48 Eagle Street,  
Pittsfield, Massachusetts 01201

**Bristol County Tourist Council**  
154 North Main Street  
Fall River, Massachusetts 02722

**Cape Cod Chamber of Commerce**  
Hyannis, Massachusetts 02601

**Central Massachusetts Tourist Council**  
90 Madison Street,  
Worcester, Massachusetts 01608

**Essex County Tourist Council**  
P.O. Box 756  
Salem, Massachusetts 01970

**Martha's Vineyard Chamber of Commerce**  
Box 853, Vineyard Haven, Massachusetts 02568

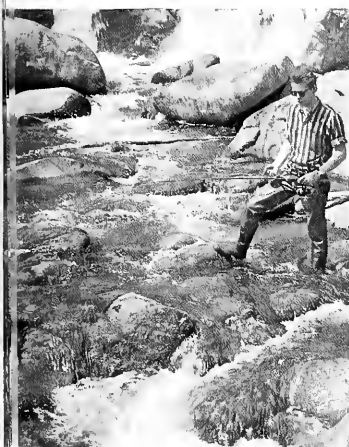
**Mohawk Trail Association**  
Charlmont, Massachusetts 01339

**Nantucket Chamber of Commerce**  
Nantucket Island, Massachusetts 02554

**Old Sturbridge Village**  
Sturbridge, Massachusetts 01566

**Pioneer Valley Association**  
333 Prospect St.,  
Northampton, Massachusetts 01060

**Plymouth Chamber of Commerce**  
65 Main St.,  
Plymouth, Massachusetts 02360



MAILING ADDRESS:  
MASSACHUSETTS  
BOX 1775  
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# Massachusetts

## The Four-Season Vacation Country



*Spring is daffodils dancing over the greening hills of the Berkshires . . . tall tulips on parade in Boston's Public Garden as the famed Swan Boats glide by . . . blossom-bright gardens everywhere beckoning visitors to drive, ride, golf, sail . . . and come alive!*



*Summer is a picnic on Cape Cod . . . statewide fishing, camping, hiking . . . summer theatres and outdoor concerts . . . regattas and sleek yachts on sparkling ocean waters . . . swimming, boating, water skiing and skin-diving in every kind of waters . . . and a thrill-packed ball game at Fenway Park!*



*Fall is a festival of glorious foliage, country fairs and art exhibits . . . great waterfowl and deer hunting . . . a time to savor fine New England fare in country inns and unique city restaurants when the salt sea air quickens the appetite.*



*Winter is a carnival of fun and snow . . . of skiing at dozens of resorts . . . sleighing, skating and tobogganing . . . symphony, opera and pre-Broadway plays . . . fascinating museums, universities and historical buildings to explore and exciting shopping in every kind of store!*

